(Senior) Brand Manager-IMMU

Job ID
REQ-10085971

九月 03, 2026

China

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摘要

We are keen to look for a Brand Manager to help us define product strategy in agreement with local management and global marketing department and implement supporting tactical plans and projects.

About the Role

Key Responsibilities：

Develops brand strategy, promotional campaigns and tactical plans within marketing budgets. Prepares content of Integrated Brand Teams and Launch Teams

Runs market research programs & market insights for responsible brand and monitors /anticipates

market development

Responsible for execution, monitoring and analysis of the agreed tactical plans

Lead the cross-functional local/regional brand Team, incl. coordination of Integrated Product Strategy Plan, and monitoring the execution of objectives. Lead the development of promotional activities in line with internal SOPs and Code of Conduct guidelines.

Monitor and control brand strategy, forecasts and expenses and assess the marketing mix of the product to evaluate cost effectiveness and results.

Identifies area market insights and opportunity via customer interactions

Monitors product performance and external environment using appropriate tools and taking corrective action if required to meet business objectives

Compliance with applicable policies, procedures, and other regulations

Essential Requirements:

Must meet the requirements for major, academic background and professional qualifications as specified in the filing regulations

Operations Management and Execution

Project Management Cross Cultural Experience

English

Desirable Requirements:

Ability to work and lead (a cross-functional team) in a matrix environment.

Able to understand changing dynamics of Pharmaceutical industry 3-4 years relevant experience

Why Novartis: Helping people with disease and their families takes more than innovative science. It takes a community of smart, passionate people like you. Collaborating, supporting and inspiring each other. Combining to achieve breakthroughs that change patients ' lives. Ready to create a brighter future together? https://www.novartis.com/about/strategy/people-and-culture

Benefits and Rewards: Learn about all the ways we ’ ll help you thrive personally and professionally.
Read our handbook (PDF 30 MB)

部门
International

Business Unit
Marketing

地点
China

站点
Shanghai (Shanghai)

Company / Legal Entity
CN06 (FCRS = CN006) Beijing Novartis Pharma Co., Ltd

Functional Area
Marketing

Job Type
Full time

Employment Type
Regular

Shift Work
No

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{}, startTime: 0 }, ui: { showCCButton: false, settings: { showQualityMenu: true, showSpeedMenu: false }, components: { fullscreen: { disableDoubleClick: false } }, uiComponents: [{ presets: ['Playback', 'Live'], area: 'BottomBarRightControls', replaceComponent: 'Fullscreen', get: kPlayer.ui.components.Remove }] } }; // Check and add plugins only if they exist if (kPlayer.plugins["download"]) { config.plugins.download = { disable: true }; } if (kPlayer.plugins["transcript"]) { config.plugins["playkit-js-transcript"] = { position: "right", // Default: bottom;('left', 'right', 'top', 'bottom') to enable transcript. expandMode: "over", // Default: alongside;('alongside', 'hidden', 'over') expandOnFirstPlay: false, showTime: true, downloadDisabled: false, printDisabled: false, disable: true }; } if (kPlayer.plugins["preventSeek"]) { config.plugins.preventSeek = { preventSeekForward: false, preventSeek: false }; } config.plugins.floating = { disable: true }; if (kPlayer.plugins["navigation"]) { config.plugins.navigation = { position: "right", expandMode: "over", expandOnFirstPlay: false, visible: false }; } if (kPlayer.plugins["hotspots"]) { config.plugins['playkit-js-hotspots'] = { disable: true }; } if (kPlayer.plugins["moderation"]) { config.plugins['playkit-js-moderation'] = { disable: true }; } if (kPlayer.plugins["info"]) { config.plugins['playkit-js-info'] = { disable: true }; } if (kPlayer.plugins["share"]) { config.plugins.share = { disable: true }; } config.ui.uiComponents = []; if (kPlayer.plugins["googleAnalytics"]) { config.plugins.googleTagManager = {}; config.plugins.googleTagManager.customEventsTracking = {}; config.plugins.googleTagManager.containerId = 'GTM-57RJQ5'; config.plugins.googleTagManager.customEventsTracking.custom = []; config.plugins.googleTagManager.customEventsTracking = { preset: { coreEvents: true, UIEvents: false, playlistEvents: false, castEvents: false } }; }

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and your contact information. Please include the job requisition number in your message.

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